

METHOD AND SYSTEM TO SAVE CONTEXT FOR DEFERRED TRANSACTION
VIA INTERACTIVE TELEVISION

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ABSTRACT OF THE DISCLOSURE

A viewer can save content and context related to a transaction conducted via an interactive television system. The transaction can involve
10 obtaining information or ordering goods/services available from the Internet via the interactive television system. As an example, while the viewer is watching a television commercial, the viewer can defer a transaction related to a product advertised in the television commercial or defer the viewing of the television commercial itself. Information related to the television commercial may be saved in
15 a shopping cart for subsequent processing. Later, when the viewer wishes to continue the transaction or view the television commercial, the viewer may retrieve the shopping cart information, replay the television commercial, and then complete of the previously deferred transaction.

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